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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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| (51) International Patent Classification ⁵ : | A1 | (11) International Publication Number: WO 94/19906 (43) International Publication Date: 1 September 1994 (01.09.94) |
| H04N 7/10, 7/00 | | |
| (21) International Application Number: | PCT/US94/01535 | (81) Designated States: AU, CA, JP, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). |
| (22) International Filing Date: | 14 February 1994 (14.02.94) | |
| (30) Priority Data: | 08/025,397 25 February 1993 (25.02.93) US | Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> |
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| (54) Title: | GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE | |
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| (57) Abstract | <p>A system and method for wagering and for evaluating responses to broadcast programs, such as television programs, includes an instructional signal modulated onto a signal transmitted concurrently with the television program, or time-multiplexed with a television. At each of a plurality of remote receiving stations (16, 18), one or more members of a remote audience (94) has the opportunity to respond to a situation presented in the television program by entering a response on a keyboard (44). The system includes, at each remote receiving station, a response unit (22) having a memory (106) responsive to the instructional signal for storing acceptable responses, a comparison circuit (116) for comparing responses entered at the keyboard with those stored in the memory, circuitry (104) for scoring responses in accordance with commands from the instructional signal, and a recording device (46) for providing a permanent record of the audience score at the remote station. For conducting a sweepstakes, numbers or other responses are entered at the remote stations and are stored at a central facility for verification. The program may be presented live conducted by a host at a central station (12), or by a prerecorded message accessible by telephone from a remote station with regulation from a central station, and may be transmitted via satellite simultaneously to numerous central stations for rebroadcast to an enlarged participatory audience.</p> | |

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